



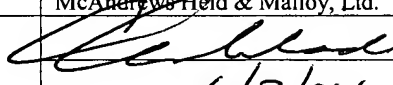
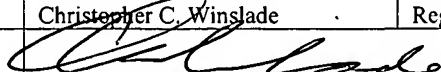
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TRANSMITTAL FORM		Application Number	
(to be used for all correspondence after initial filing)		10/675,448	
		Filing Date	
		09/30/2003	
		First Named Inventor	
		Jeyhan Karaoguz	
Group Art Unit		2611	
Examiner Name		To be assigned	
Total Number of Pages in This Submission		Attorney Docket Number	
3		14310US02	
ENCLOSURES (check all that apply)			
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> PTO 1449/08A with references <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) (sheets) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input checked="" type="checkbox"/> Power of Attorney <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD Number of CD(s) _____ Remarks Certificate Under 37 C.F.R. ' 3.73(b) (1 page) Stamped return postcard	
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm or Individual Name	McAndrews Held & Malloy, Ltd.		
Signature	 Christopher C. Winslade		
Date	6/3/04		
CERTIFICATE OF MAILING			
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on			
Name (Print/type)	Christopher C. Winslade	Registration No. (Attorney/Agent)	36,308
Signature			Date
			6/3/04



POWER OF ATTORNEY FROM ASSIGNEE

Broadcom Corporation, a corporation of California, having a principal place of business at 16215 Alton Parkway, Irvine, California 92618-3616, is assignee of the entire right, title and interest for the United States of America (as defined in 35 U.S.C. ' 100), by reason of an Assignment to the Assignee executed on September 24, 2003 and September 25, 2003, of an invention known as MEDIA EXCHANGE NETWORK SUPPORTING LOCAL AND REMOTE PERSONALIZED MEDIA OVERLAY (Attorney Docket No. 14310US02), which is disclosed and claimed in a patent application of the same title by the inventors Jeyhan Karaoguz and James D. Bennett (said application filed on September 30, 2003 at the U.S. Patent and Trademark Office, having Application Number 10/675,448).

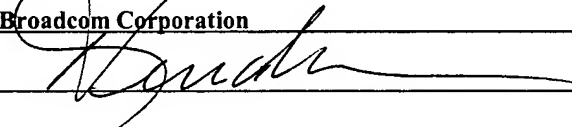
The Assignee hereby appoints U.S. attorneys and/or agents at McAndrews, Held & Malloy, Ltd. (Chicago, IL), Customer No. 23,446, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

The Assignee hereby grants said attorneys the power to insert on this Power of Attorney any further identification that may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office.

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Direct phone calls to 312-775-8000.

FOR: Broadcom Corporation
SIGNATURE: 
BY: Dee Henderson
TITLE: Intellectual Property Portfolio Manager
DATE: May 12, 2004



Certificate Under 37 C.F.R. ' 3.73(b)

Docket No.: 14310US02

Applicant/Patent Owner: Jeyhan Karaoguz and James D. Bennett

Application No./Patent No.: 10/675,448 Filed/Issue Date: September 30, 2003

Entitled: MEDIA EXCHANGE NETWORK SUPPORTING LOCAL AND REMOTE PERSONALIZED MEDIA OVERLAY

Broadcom Corporation, a corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest, or
2. ☐ an assignee of an undivided part interest

in the patent application/patent identified above by virtue of either:

- A. ☒ An Assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the Patent and Trademark Office at Reel 014244/Frame 0499, or for which a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s) of the patent application/patent identified above to the current assignee as shown below:

1. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.
2. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
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3. From: _____ To: _____
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☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE:] A separate copy (*i.e.*, the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the PTO. See MPEP 302-302.8]

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

Signature: [Signature]

Name: Dee Henderson

Title: Intellectual Property Portfolio Manager

Date: May 12, 2004